



FOR IMMEDIATE RELEASE
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**TRAVEL MONTANA GIVES AWAY A PRIVATE SKI MOUNTAIN:
WINNER ANNOUNCED FOR STATE TOURISM OFFICE'S NATIONAL PROMOTION**

Ever dreamt of having a whole ski area all to yourself... just you and five of your best friends? Travel Montana, the state's tourism office, recently announced the winner of one of its hallmark winter promotional initiatives, their WIN YOUR OWN MONTANA MOUNTAIN campaign. The campaign was conceived to promote the uncrowded, wide-open nature of skiing and snowboarding in Montana to a national audience.

Peter Pisciotta, from Long Island, New York, was the lucky name drawn from over 22,800 entries. He, his wife and two other couples – all school teachers and avid skiers – are traveling to Montana on an all-expenses paid trip, March 4th-7th, for two days of private skiing at Showdown Mountain. The ski area, located in Lewis and Clark National Forest an hour south of Great Falls, will be fully operational for Pisciotta and his guests... and no one else. Icing on the cake, Showdown's owner will offer his private, slope-side residence to the winners where they'll be fed like royalty by a private chef.

Travel Montana partnered with two stalwart outdoor brands in executing this promotion: The North Face, makers of technically advanced outdoor apparel and gear, and Outside Magazine, a premier lifestyle magazine serving active outdoor enthusiasts with a circulation of nearly 700,000 readers. The North Face featured the Win Your Own Montana Mountain promotion on its high-traffic website and also had kiosks and signage in their coast-to-coast, company-owned retail stores where their customers could sign up to win this dream vacation. Outside ran advertisements to promote both the campaign as well as to remind the magazine's well-heeled readers that Montana is an ideal place to take a get-away-from-it-all winter holiday.

Katy Peterson, Travel Montana's Consumer Marketing Manager commented, "We are so excited to collaborate with The North Face and Outside on this public/private partnership. Both brands reflect ideologies kindred to Montana. And, having close to 23,000 entrants express interest in Montana's winter offerings far exceeded our expectations."

Montana receives over thirty feet of billowy, cold smoke snow annually. Home to sixteen ski areas, thousands of kilometers of cross-country skiing trails, ice climbing, hot springing and a slew of other winter activities, Montana is a mecca for snow lovers.

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*** MEDIA GATHERING: There will be a filming, photo, and interview opportunity with the winner(s) on Tuesday, March 6, 2007 @ 11:00 AM at Showdown Mountain.